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PATENT

IN 10/076,903

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Thomas E. Coleman

Examiner:

Serial No.: 10/076,903

Group Art Unit: 2162

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Title: A METHOD AND SYSTEM FOR DELIVERY OF TARGETED
COMMERCIAL MESSAGESPRELIMINARY AMENDMENT

Commissioner for Patents
Washington, D.C. 20231

Prior to payment of the filing fee and prior to examination, please amend this application as follows.

IN THE CLAIMS

Please add claims 16 - 34 and amend claims 1, 5 and 12 by replacing the amended claims with their respective claims in the appendix entitled "Clean Version of the Amended Claims." The replacement claims are intended to reflect the specific amendments as detailed in the following marked up set of claims.

1. (Amended) A method for delivery of targeted commercial messages, comprising:
 - (a) assembling a plurality of potential purchaser profiles which include verified information to supplement purchaser-supplied information for presentation to at least one potential advertiser of goods or services applicable to a substantial portion of the plurality of potential purchasers;
 - (b) developing commercial message selection criteria for selecting from the potential purchasers those suited to receive a specified commercial message contained in a set of commercial messages;
 - (c) applying the commercial message selection criteria to the purchaser profiles to identify the potential purchasers suited to receive specified commercial messages; and
 - (d) presenting to a purchaser display unit of a potential purchaser identified as suited, the specified commercial messages.